

Rep Order# 6840586 Ver# 1 Status New
EC'd Yes

Traffic Order# 197634

Printed: 08/10/2012 8:29 AM
Last Received: 08/10/2012 8:27 AM
Showing Buylines: All Lines

1 of 4

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () WILSON FOR NM SENAT
Product WILSON FOR SENATE
Estimate# 814820
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E WLSN/ORDR/814820
Flight Dates 08/14/2012 - 08/20/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=^

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
1		THE PRICE IS RIGHT	08/14-08/14	\$600.00 2	:30	1	1	TU	11A-12P	\$600.00	1	
2		THE PRICE IS RIGHT	08/15-08/15	\$600.00 2	:30	1	1	W	11A-12P	\$600.00	1	
3		THE PRICE IS RIGHT	08/16-08/16	\$600.00 2	:30	1	1	TH	11A-12P	\$600.00	1	
4		NEWS @ NOON	08/14-08/14	\$550.00 2	:30	1	1	TU	12P-1230P	\$550.00	1	
5		NEWS @ NOON	08/15-08/15	\$550.00 2	:30	1	1	W	12P-1230P	\$550.00	1	
6		NEWS @ NOON	08/17-08/17	\$550.00 2	:30	1	1	F	12P-1230P	\$550.00	1	
7		NEWS @ NOON	08/20-08/20	\$550.00 2	:30	1	1	M	12P-1230P	\$550.00	1	
8		DR PHIL	08/14-08/14	\$300.00 2	:30	1	1	TU	3P-4P	\$300.00	1	
9		DR PHIL	08/16-08/16	\$300.00 2	:30	1	1	TH	3P-4P	\$300.00	1	
10		DR PHIL	08/17-08/17	\$300.00 2	:30	1	1	F	3P-4P	\$300.00	1	
11		DR PHIL	08/20-08/20	\$300.00 2	:30	1	1	M	3P-4P	\$300.00	1	
12		NEWS 5A	08/20-08/20	\$75.00 4	:30	1	1	M	5A-6A	\$75.00	1	
13		NEWS 6A	08/20-08/20	\$125.00 4	:30	1	1	M	6A-7A	\$125.00	1	
14		EARLY SHOW	08/20-08/20	\$300.00 2	:30	1	1	M	7A-9A	\$300.00	1	

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Hiatus Weeks

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Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
15		KRQE NW13-MORN	08/18-08/18	\$75.00 4	:30	1	1	SA	7A-8A	\$75.00	1	
16		NEWS	08/19-08/19	\$800.00 2	:30	1	1	SU	8A-930A	\$800.00	1	
17		KRQE NWS13-430	08/14-08/14	\$550.00 2	:30	1	1	TU	430P-5P	\$550.00	1	
18		KRQE NWS13-430	08/17-08/17	\$550.00 2	:30	1	1	F	430P-5P	\$550.00	1	
19		KRQE NWS13-430	08/20-08/20	\$550.00 2	:30	1	1	M	430P-5P	\$550.00	1	
20		NEWS	08/14-08/14	\$1,000.00 2	:30	1	1	TU	530P-6P	\$1,000.00	1	
21		NEWS	08/15-08/15	\$1,000.00 2	:30	1	1	W	530P-6P	\$1,000.00	1	
22		NEWS	08/20-08/20	\$1,000.00 2	:30	1	1	M	530P-6P	\$1,000.00	1	
23		CBS SAT NE/KRQE NWS1	08/18-08/18	\$175.00 3	:30	1	1	SA	5P-6P	\$175.00	1	
24		D LETTRMAN/LT-FERGUS	08/15-08/15	\$175.00 4	:30	1	1	W	1035P-1137P	\$175.00	1	
25		D LETTRMAN/LT-FERGUS	08/16-08/16	\$175.00 4	:30	1	1	TH	1035P-1137P	\$175.00	1	
26		D LETTRMAN/LT-FERGUS	08/17-08/17	\$175.00 4	:30	1	1	F	1035P-1137P	\$175.00	1	
27		D LETTRMAN/LT-FERGUS	08/20-08/20	\$175.00 4	:30	1	1	M	1035P-1137P	\$175.00	1	
28		LATE LATE SHOW	08/14-08/14	\$75.00 4	:30	1	1	TU	1137P-1237A	\$75.00	1	

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Printed: 08/10/2012 8:29 AM 3 of 4

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Hiatus Weeks

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Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
29		LATE LATE SHOW	08/16-08/16	\$75.00	:30	1	1	TH	1137P-1237A	\$75.00	1	
30		LATE LATE SHOW	08/20-08/20	\$75.00	:30	1	1	M	1137P-1237A	\$75.00	1	
31		JEOPARDY	08/15-08/15	\$1,400.00	:30	1	1	W	6P-630P	\$1,400.00	1	
32		JEOPARDY	08/16-08/16	\$1,400.00	:30	1	1	TH	6P-630P	\$1,400.00	1	
33		JEOPARDY	08/17-08/17	\$1,400.00	:30	1	1	F	6P-630P	\$1,400.00	1	
34		WHEEL	08/16-08/16	\$1,700.00	:30	1	1	TH	630P-7P	\$1,700.00	1	
35		WHEEL	08/17-08/17	\$1,700.00	:30	1	1	F	630P-7P	\$1,700.00	1	
36		WHEEL	08/20-08/20	\$1,700.00	:30	1	1	M	630P-7P	\$1,700.00	1	
37		JEOPARDY	08/18-08/18	\$275.00	:30	1	1	SA	6P-630P	\$275.00	1	
38		WHEEL	08/18-08/18	\$550.00	:30	1	1	SA	630P-7P	\$550.00	1	
39		MOTHER/BROKE GIRLS	08/20-08/20	\$1,300.00	:30	1	1	M	7P-8P	\$1,300.00	1	
40		2.5 MEN/MIKE	08/20-08/20	\$1,500.00	:30	1	1	M	8P-9P	\$1,500.00	1	
41		NCIS	08/14-08/14	\$2,000.00	:30	1	1	TU	7P-8P	\$2,000.00	1	
42		NCIS LA	08/14-08/14	\$1,300.00	:30	1	1	TU	8P-9P	\$1,300.00	1	
43		POI	08/14-08/14	\$1,400.00	:30	1	1	TU	9P-10P	\$1,400.00	1	
44		BIG BROTHER	08/15-08/15	\$1,400.00	:30	1	1	W	7P-8P	\$1,400.00	1	

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Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
45		CRIMINAL MINDS	08/15-08/15	\$1,800.00	:30	1	1	W	8P-9P	\$1,800.00	1	

---REPORT TOTALS---
Report Totals: 45 / \$33,150.00

---SALES MONTHLY TOTALS---
Aug 12: 45 / \$33,150.00
Sales Totals: 45 / \$33,150.00
Station Totals: 45 / \$33,150.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---
Market Totals \$97,500
CABL 0% KASA 6% KASY 0% KEIM 0% KOAT 41%
KOB 19% KRQE 34% KWBQ 0%

---COMPETITIVE COMMENTS---
EST SHARES

Books JUL12
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, Smart Media Group,

being/on behalf of: Heather Wilson, a legally

qualified candidate of the Republican political

party for the office of: US Senate

in the General

election to be held on: 11/6/2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
see attached					

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Wilson for Senate

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

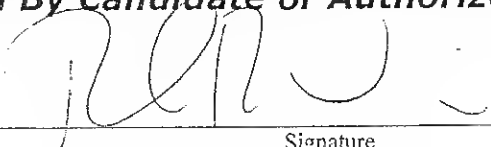
Mark Jarmie

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

7/31/12

Date


Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Heather Wilson

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ does

☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

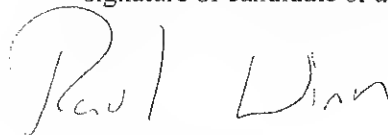
(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

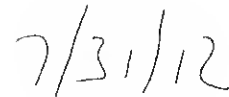
☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee



printed name



date

Spot Manager: All, 08/14/12-08/20/12

Alt Order #	Advertiser	Order	Inv. Code (Book	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
Date: 08/14/12												
Station: KRQE												
06840586	POL/Wilson Fo	197634	Price is Right	11a-12p	:30	P2	[ALL]	WILSON FC814820		10:59:30 AM	HW0512TV	\$600.00
06840586	POL/Wilson Fo	197634	M-F KRQE News	12p-1230p	:30	P2	[ALL]	WILSON FC814820		12:04:47 PM	HW0512TV	\$550.00
06840586	POL/Wilson Fo	197634	Dr. Phil	3p-4p	:30	P2	[ALL]	WILSON FC814820		3:25:59 PM	HW0512TV	\$300.00
06840586	POL/Wilson Fo	197634	M-F KROE News	430p-5p	:30	P2	[ALL]	WILSON FC814820		4:46:40 PM	HW0512TV	\$550.00
06840586	POL/Wilson Fo	197634	KROE News 13	(530p-6p	:30	P2	[ALL]	WILSON FC814820		5:50:19 PM	HW0512TV	\$1,000.00
06840586	POL/Wilson Fo	197634	Tue Hour 1	7p-8p	:30	P3	[ALL]	WILSON FC814820		7:18:31 PM	HW0512TV	\$2,000.00
06840586	POL/Wilson Fo	197634	Tue Hour 2	8p-9p	:30	P4	[ALL]	WILSON FC814820		8:00:54 PM	HW0512TV	\$1,300.00
06840586	POL/Wilson Fo	197634	Tue Hour 3	9p-10p	:30	P4	[ALL]	WILSON FC814820		9:00:39 PM	HW0512TV	\$1,400.00
06840586	POL/Wilson Fo	197634	Late Late Show	1137p-1237a	:30	P4	[ALL]	WILSON FC814820		11:48:51 PM	HW0512TV	\$75.00
												\$7,775.00
												\$7,775.00
Date: 08/15/12												
Station: KRQE												
06840586	POL/Wilson Fo	197634	Price is Right	11a-12p	:30	P2	[ALL]	WILSON FC814820		11:29:56 AM		\$600.00
06840586	POL/Wilson Fo	197634	M-F KROE News	12p-1230p	:30	P2	[ALL]	WILSON FC814820		12:21:19 PM		\$550.00
06840586	POL/Wilson Fo	197634	KROE News 13	(530p-6p	:30	P2	[ALL]	WILSON FC814820		5:34:57 PM		\$1,000.00
06840586	POL/Wilson Fo	197634	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	WILSON FC814820		6:06:16 PM		\$1,400.00
06840586	POL/Wilson Fo	197634	Wed Hour 1	7p-8p	:30	P3	[ALL]	WILSON FC814820		7:57:30 PM		\$1,400.00
06840586	POL/Wilson Fo	197634	Wed Hour 2	8p-9p	:30	P3	[ALL]	WILSON FC814820		8:18:31 PM		\$1,800.00
06840586	POL/Wilson Fo	197634	David Letterman	1035p-1137p	:30	P4	[ALL]	WILSON FC814820		11:24:45 PM		\$175.00
												\$6,925.00
												\$6,925.00
Date: 08/16/12												
Station: KRQE												
06840586	POL/Wilson Fo	197634	Price is Right	11a-12p	:30	P2	[ALL]	WILSON FC814820		10:59:15 AM		\$600.00
06840586	POL/Wilson Fo	197634	Dr. Phil	3p-4p	:30	P2	[ALL]	WILSON FC814820		3:50:43 PM		\$300.00
06840586	POL/Wilson Fo	197634	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	WILSON FC814820		6:13:45 PM		\$1,400.00
06840586	POL/Wilson Fo	197634	M-F 630p-7p	M-F 630p-7p	:30	P2	[ALL]	WILSON FC814820		6:41:18 PM		\$1,700.00
06840586	POL/Wilson Fo	197634	David Letterman	1035p-1137p	:30	P4	[ALL]	WILSON FC814820		11:11:15 PM		\$175.00
06840586	POL/Wilson Fo	197634	Late Late Show	1137p-1237a	:30	P4	[ALL]	WILSON FC814820		12:00:27 XM		\$75.00
												\$4,250.00
												\$4,250.00
Date: 08/17/12												
Station: KRQE												
06840586	POL/Wilson Fo	197634	M-F KROE News	12p-1230p	:30	P2	[ALL]	WILSON FC814820		12:04:47 PM		\$550.00
06840586	POL/Wilson Fo	197634	Dr. Phil	3p-4p	:30	P2	[ALL]	WILSON FC814820		3:07:08 PM		\$300.00
06840586	POL/Wilson Fo	197634	M-F KRQE News	430p-5p	:30	P2	[ALL]	WILSON FC814820		4:49:10 PM		\$550.00
06840586	POL/Wilson Fo	197634	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	WILSON FC814820		6:21:14 PM		\$1,400.00
06840586	POL/Wilson Fo	197634	M-F 630p-7p	M-F 630p-7p	:30	P2	[ALL]	WILSON FC814820		6:47:33 PM		\$1,700.00
06840586	POL/Wilson Fo	197634	David Letterman	1035p-1137p	:30	P4	[ALL]	WILSON FC814820		10:46:15 PM		\$175.00
												\$4,675.00
												\$4,675.00
Date: 08/18/12												
Station: KRQE												
06840586	POL/Wilson Fo	197634	Sa KROE News	530p-6p	:30	P3	[ALL]	WILSON FC814820				\$175.00
06840586	POL/Wilson Fo	197634	KRQE News Sat	7a-8a	:30	P4	[ALL]	WILSON FC814820		7:41:06 AM		\$75.00
06840586	POL/Wilson Fo	197634	Sa 6p-630p	Sa 6p-630p	:30	P3	[ALL]	WILSON FC814820		6:16:39 PM		\$275.00
06840586	POL/Wilson Fo	197634	Sa 630p-7p	Sa 630p-7p	:30	P2	[ALL]	WILSON FC814820		6:41:09 PM		\$550.00
												\$1,075.00
												\$1,075.00
Date: 08/19/12												
Station: KRQE												
06840586	POL/Wilson Fo	197634	CBS Sunday Mor	8a-930a	:30	P2	[ALL]	WILSON FC814820				\$800.00
												\$800.00
												\$800.00
Date: 08/20/12												
Station: KRQE												
06840586	POL/Wilson Fo	197634	M-F KROE News	KROE News	:30	P4	[ALL]	WILSON FC814820		5:19:19 AM		\$75.00

[Sorted by: Date]

Spot Manager: All, 08/14/12-08/20/12

Alt Order #	Advertiser	Order	Inv. Code (Book	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
Date: 08/20/12												
Station: KRQE												
06840586	POL/Wilson Fo	197634	M-F KRQE News	KROE News	:30	P4	[ALL]	WILSON FC814820		6:32:10 AM		\$125.00
06840586	POL/Wilson Fo	197634	CBS This Mornin	CBS Early St	:30	P2	[ALL]	WILSON FC814820		8:54:30 AM		\$300.00
06840586	POL/Wilson Fo	197634	M-F KROE News	12p-1230p	:30	P2	[ALL]	WILSON FC814820		12:18:34 PM		\$550.00
06840586	POL/Wilson Fo	197634	Dr. Phil	3p-4p	:30	P2	[ALL]	WILSON FC814820		3:42:35 PM		\$300.00
06840586	POL/Wilson Fo	197634	M-F KRQE News	430p-5p	:30	P2	[ALL]	WILSON FC814820		4:37:50 PM		\$550.00
06840586	POL/Wilson Fo	197634	KROE News 13	(530p-6p	:30	P2	[ALL]	WILSON FC814820		5:50:49 PM		\$1,000.00
06840586	POL/Wilson Fo	197634	M-F 630p-7p	M-F 630p-7p	:30	P2	[ALL]	WILSON FC814820		6:52:53 PM		\$1,700.00
06840586	POL/Wilson Fo	197634	Mon Hour 1	7p-8p	:30	P4	[ALL]	WILSON FC814820		7:58:05 PM		\$1,300.00
06840586	POL/Wilson Fo	197634	Mon Hour 2	8p-9p	:30	P4	[ALL]	WILSON FC814820		8:30:19 PM		\$1,500.00
06840586	POL/Wilson Fo	197634	David Letterman	1035p-1137p	:30	P4	[ALL]	WILSON FC814820		10:59:00 PM		\$175.00
06840586	POL/Wilson Fo	197634	Late Late Show	1137p-1237a	:30	P4	[ALL]	WILSON FC814820		11:49:06 PM		\$75.00
												\$7,650.00
												\$7,650.00
												\$3,150.00

[Sorted by: Date]